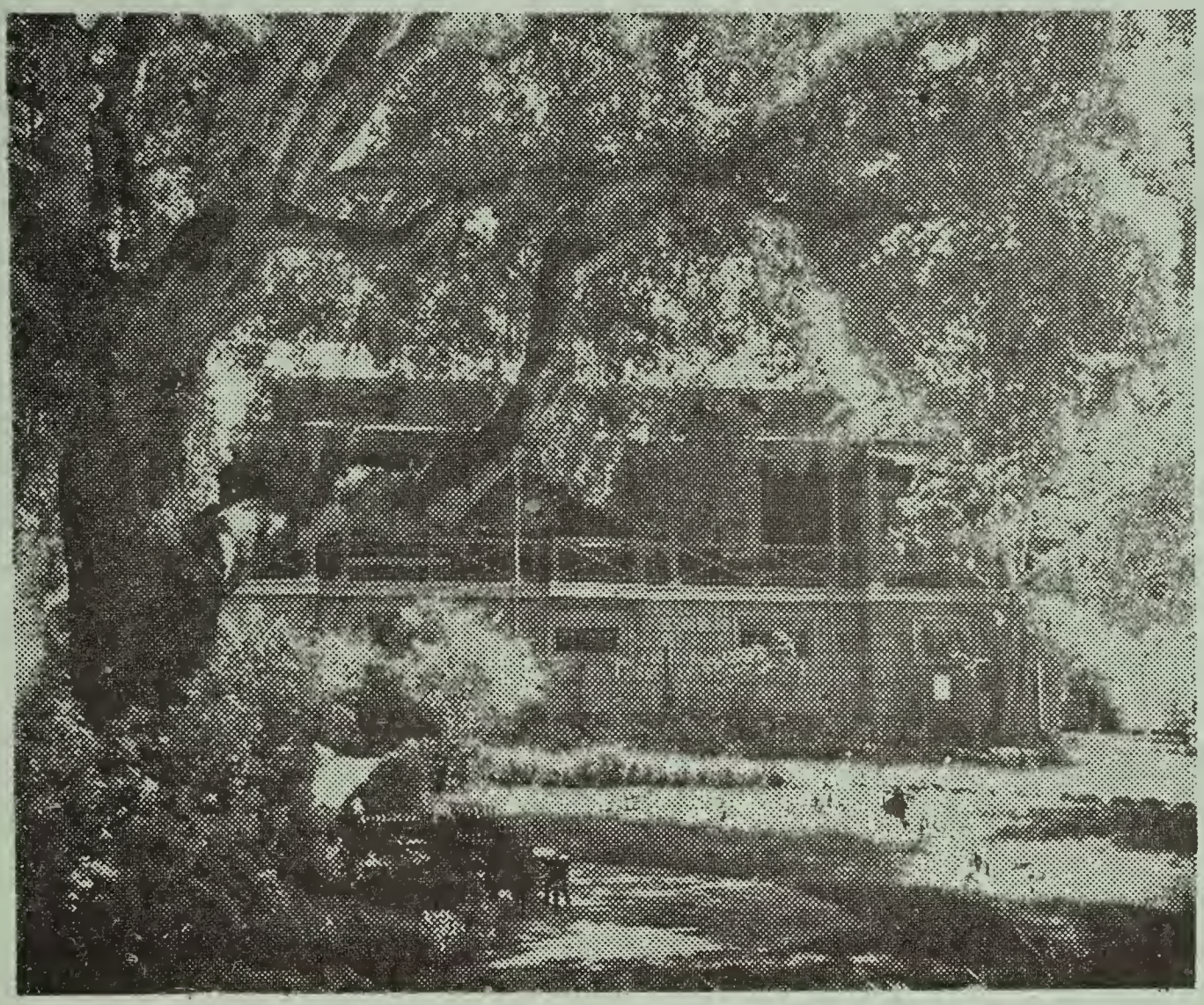

Eightieth Annual
Midsummer Festival

SATURDAY, JUNE 22, 1974
ALL DAY

SVEADAL
Uvas Canyon, Santa Clara County

Given under the auspices of

Swedish American Patriotic League

Midsummer Greetings from

TEGNÉR LODGE No. 149, V.O.A.

Meets first Wednesday 8 P.M.

Jenny Lind Hall

2267 Telegraph Avenue, Oakland

LOLA McCREERY, *President*
SUZANNE NAHLIN, *Secretary*

The Golden Gate District Lodges

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of twenty local lodges in San Francisco, Oakland, Berkeley, San Leandro, Concord, Stockton, Modesto, Turlock, Fresno, San Jose Palo Alto, San Mateo, Petaluma, Sacramento, Yuba City, Paradise, Eureka, Redding and South Lake Tahoe extends to you a cordial invitation to become a member of the Vasa Order of America.

Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this membership.

WALTER SULLIVAN — District Master

JESSIE OLSSON — District Secretary

Happy

M I D S U M M E R

SWEDISH CLUB SAN FRANCISCO

Best wishes for a successful

80th ANNUAL

MIDSUMMER FESTIVAL

FYLGIA LODGE No. 119

Vasa Order of America

The Color Guard here today

is part of

Fylgia's Drill Team

Arthur Olson — President

S. William Sjodahl — Secretary

MIDSUMMER GREETINGS

Tor Lodge No. 537, V.O.A.

San Francisco

Meets Second Friday in each month at Swedish-American Hall, 2174 Market St.

EVELYN EIKELAND, *Chairman*

IVAR HOLMGREN, *Secretary*

---

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80 Years of Midsummer Festivals

The Swedish American Patriotic League as such did not organize the first Midsummer Festival in San Francisco, but both the League and the festivals are direct results of the first historic occasion at the Midwinter fair and Exhibition at Golden Gate Park in 1894.

Since then Midsummer Festivals have been held every year under the auspices of the League. A festival was even arranged in 1906, the year of the earthquake and fire. It was held in Shell Mound Park in the East Bay, attended by an estimated 3500 persons, eager to meet the survivors of the disaster in San Francisco.

During the years Midsummer Festivals have been held at various places. For the longest time, 26 years, it was held in the Scottish Rite Auditorium in San Francisco. At the time in 1968 when the Auditorium was converted to a movie house, the League decided to move the festival to its own recreation park, Sveadal.

We hope you will enjoy today's festival, the 80th Midsummer Festival, oldest in the world outside of Sweden.

GREETINGS
from
THE SWEDISH SOCIETY
OF SAN FRANCISCO

Pioneers of Fraternalism
in the Bay Area

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PROGRAM

Chairman of the Day - - - - - KENNETH WICKHOLM
President, SAPL, San Francisco

Vice Chairman of the Day - - - - - MAY RENDLEMAN
President, SAPL, Oakland

MAIDS OF HONOR *

Carol Bergstrom, June Bergstrom, Nikolette Borthene, Lisa Duff, Debbie Ellison, JoAnn Eriksson, Karen Ferrari, Linda Isackson, Jeane Janson, Jeanine Larkin, Lynn Mattman, Gunilla Mjörne, Karen Olsson, Wendie Ross, Mary Swanson, Vickie Thurman, Gisela Hammenbeck.

CROWN BEARER, Eric Mortenson

TRAIN BEARERS, Craig and Keith Mortenson

4:00 P.M. ON THE LAWN

RAISING OF MAYPOLE AND PROCESSION

Musician, Fylgia Color Guard, Tegner Children's Club, Maids of Honor, Svea, Columbia, Crown Bearers, the Midsummer Queen.

FLAG SALUTE TO THE QUEEN
Kurt Talbot — *Drummer*

Star Spangled Banner — Du Gamla Du Fria — *In Unison*

WELCOME AND CROWNING OF THE QUEEN
Kenneth Wickholm, *President, SAPL, San Francisco*

PRESENTATION OF SVEA
May Rendleman, *President, SAPL, Oakland*

PRESENTATION OF COLUMBIA
Carl Mattman, *Vice President, SAPL, San Francisco*

SWEDISH SONGS AND DANCES
Tegner Children's Club
Astri Feist, *Supervisor* — Irene Bryggman, *Director*

GREETINGS FROM SWEDEN
Magnus Eriksson, *Vice Consul of Sweden*

PRESENTATION OF THE QUEEN'S COURT
Bruce Feist, *Past President, SAPL, Oakland*

* *Names sent in at press time*

MIDSUMMER FESITVAL IN SVEADAL

ENTERTAINMENT
"In-Voice", Ladies Quartet
Marge Keesling, *Director*

PROCESSION TO THE DANCE FLOOR

RAISING OF MAYPOLE

ENTERTAINMENT
"In-Voice", Ladies Quartet

THE MIDSUMMER QUEEN'S DANCE

PUBLIC DANCING
Music — "Tones of Blue and Yellow"

7 P.M. — SWEDISH FOLK DANCES
The Swedish Folk Dance Group — Kenneth Seeman, *Director*

DRAWING FOR GATE PRIZES

DANCING TO 1:00 A.M.
Robbie Herrold Combo

* * * *

All Afternoon. Snack bar open below clubhouse. (Closed during program).
After Program (Appr. 5:00 p.m.) Buffet Dinner served in clubhouse

GLAD MIDSOMMAR

to all our friends

Ken Wickholm and Family

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Hugo och Evelyn Olsson

Midsummer Greetings

THE SWEDISH SOCIETY OF OAKLAND

meets 2nd and 4th Tuesdays in Jenny Lind Hall
2267 Telegraph Avenue, Oakland

ROBERT THIELE, *President*

ALBERT CARLSON, Secretary
534-7622

For membership information contact above officers.

Now is the time to join the East Bay's oldest and most progressive Society. Financially sound.

SWEDISH LADIES SOCIETY
of San Francisco

2174 Market Street

Sick Benefit and Social Organization
Meetings 2nd Thursday at Noon

JUNE WILLIAMS, *President*
ALICE O'CONNELL, *Secretary*

SWEDISH LADIES SOCIETY
JENNY LIND OF OAKLAND

A Social and Sick Benefit Organization

Meetings first Tuesday every month at Jenny Lind Hall

President — WINIFRED McGUIRE
Secretary — BERTHA BECHTLE

MIDSUMMER GREETINGS

Young Scandinavians Club

2174 Market Street, San Francisco

PARTIES — CAMPING TRIPS
SKIING — PICNICS — HIKING

Gertrude Markgren, President
Wiviveca Ramon, Secretary

Swedish Relief Society of San Francisco

Meetings held at Noon on first Monday every month at Swedish American Hall. Refreshments and cards.

President: MRS. MARTHA KUHNLE
Secretary: MRS. RUTH NELSON

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a most happy

Midsummer

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Vera and John Nelson

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Sveadal Club's Fantasy Night

Saturday, August 10th 1974

IN SVEADAL

Cocktails

Barbecue Steak Dinner

Costume Ball

to live music

All the greatest personalities of history and literature will revel together on this night.

Make the scene in Sveadal, man,

THE SWEDISH SINGING SOCIETY OF SAN FRANCISCO

Affiliated with the Norwegian Singing Society
meets Tuesdays at 8 p.m. in Dovre Hall,
3543 - 18th St., San Francisco, Calif.

NEW MEMBERS WELCOME

CLYDE W. FORSMAN, *President*
EDWIN PETERSON, *Secretary*

SVEA GLEE CLUB

of OAKLAND

Meets every Tuesday at Dovre Hall in San Francisco.

NEW MEMBERS WELCOME!

WALTER MATTSON, *President*
PHILIP MALKERSON, *Secretary*
2635 Rawson Avenue
Oakland, Calif. 94619

I sommarens soliga dagar

I sommarens soliga dagar
Vi gå genom skogar och hagar
På färdens besvär ingen klagar
Vi sjunga var vi gå. Hallå, Hallå.

Du som är ung kom med och sjung
Och sitt ej hemma slö och tung.
Vår sångartropp, Han gångar opp
På kullens allra högsta topp..
I sommarens soliga dagar
Vi sjunga var vi gå, Hallå, Hallå.

Bland mognande skördar som gunga
Vi vandra i klunga och sjunga
De gamla som hör oss blir unga
Vi sjunga var vi gå. Hallå, Hallå.
Du som är ung, etc.

HAPPY MIDSUMMER

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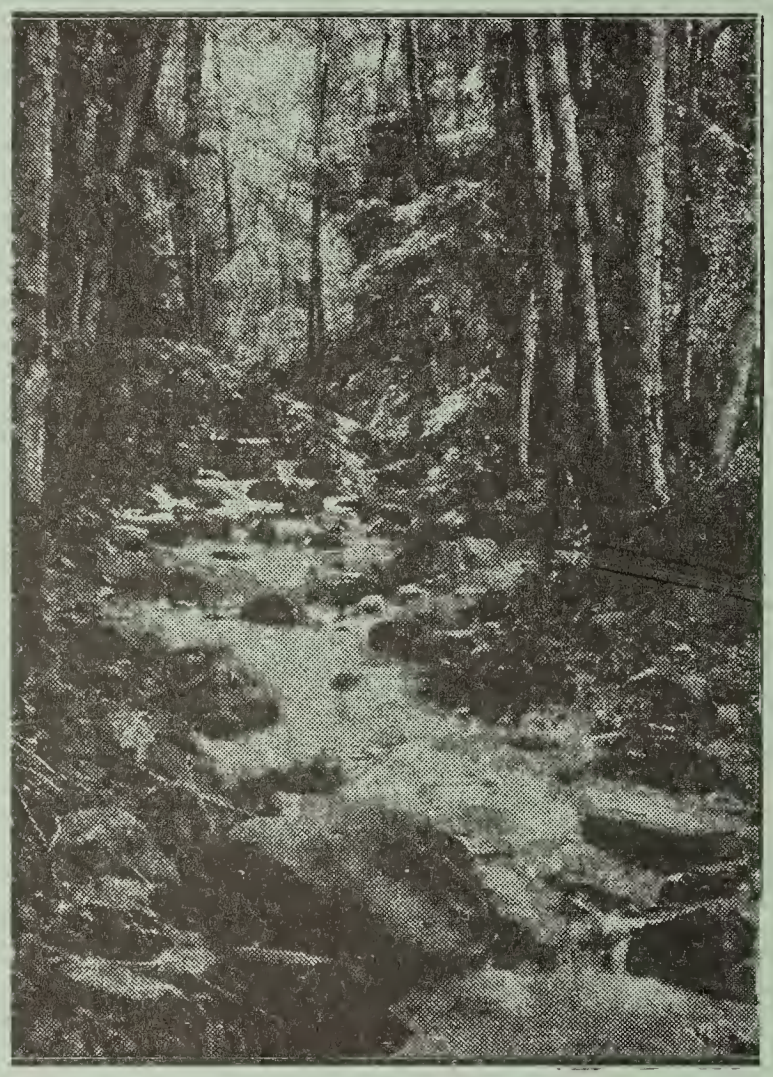

Enjoy

SVEADAL

this summer

Your own Recreation Park
in Uvas Canyon,
Santa Clara County

SWIMMING — TENNIS
CABINS — MEALS
PLAYGROUND

CALENDAR OF EVENTS

July 6—Tennis Tournament

July 20—48th Anniversary of Sveadal

September 1—Aquacade and Swim Meet

Midsummer Greetings

Greetings and best wishes for a

Happy Midsummer

from

Mrs. Reno F. Anderson

Mr. and Mrs. Reno C. T. Anderson

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